

ESTTA Tracking number: **ESTTA539253**

Filing date: **05/22/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	CVG-SAB, LLC
Granted to Date of previous extension	05/22/2013
Address	27725 Stansbury Boulevard Suite 175 Farmington Hills, MI 48334 UNITED STATES
Attorney information	John Gabrielides Brinks Hofer Gilson & Lione PO Box 10395 Chicago, IL 60610 UNITED STATES officeactions@brinkshofer.com,jtg@brinkshofer.com

### Applicant Information

Application No	85707219	Publication date	01/22/2013
Opposition Filing Date	05/22/2013	Opposition Period Ends	05/22/2013
Applicant	Osmani, Jim 6 S Laflin, Suite 706 Chicago, IL 60607 UNITED STATES		

### Goods/Services Affected by Opposition

Class 035.

All goods and services in the class are opposed, namely: Advertising agency specializing in the design and execution of word of mouth, viral, buzz and experiential marketing programs; Advertising and marketing; Advertising and marketing consultancy; Advertising and marketing services provided by means of indirect methods of marketing communications, namely, social media, search engine marketing, inquiry marketing, internet marketing, mobile marketing, blogging and other forms of passive, sharable or viral communications channels; Advertising and marketing services, namely, promoting the goods and services of others; Advertising services, namely, promoting and marketing the goods and services of others in the field of real estate via print and electronic media; Advertising services, namely, promoting and marketing the goods and services of others through all public communication means; Advertising, marketing and promoting the goods and services of others using kiosks; Advertising, marketing and promotion services; Analysis of market research data and statistics; Business advice and analysis of markets; Business consultation and management regarding marketing activities and launching of new products; Business management consulting with relation to strategy, marketing, production, personnel and retail sale matters; Business marketing consulting services; Business marketing services; Business monitoring and consulting services, namely, tracking web sites and applications of others to provide strategy, insight, marketing, sales, operation, product design, particularly specializing in the use of analytic and statistic models for the

understanding and predicting of consumers, businesses, and market trends and actions; Business to business direct marketing services; Collection of market research information; Commercial information agencies; Computerized market research services; Conducting business and market research surveys; Conducting market surveys; Conducting marketing studies; Consumer marketing research and consulting related thereto; Market analysis; Market analysis and research services; Market opinion polling studies; Market reports and studies; Market research; Market research and market intelligence services; Market research by means of a computer database; Market research consultation; Market research services; Market research studies; Market segmentation consultation; Market study and analysis of market studies; On-line advertising and marketing services; Providing public sector business and market intelligence; Provision of market research information; Real estate marketing analysis; Social media strategy and marketing consultancy focusing on helping clients create and extend their product and brand strategies by building virally engaging marketing solutions; Statistical evaluations of marketing data

## Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
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## Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	4200861	Application Date	06/21/2011
Registration Date	09/04/2012	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 035. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16  Computer services that can be accessed via a computing or mobile device, namely, managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers for following the consumer-based interests of other users and for discussing, commenting, and sharing consumer-based opinions with other users and among other on-line services and communities; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers that connects users with providers of goods and services based upon a user's consumer-based interests and opinions; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can identify and share information, opinions and interests in products available on-line or in retail settings; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can create virtual lists of desired goods and services based upon their consumer-based interests and opinions and other users can contribute funds to assist in purchasing those desired goods and services</p> <p>Class 038. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16  Providing mobile access to on-line communities for providing and sharing consumer-based opinions and interests and for accessing the consumer-based opinions and interests of others</p>		

U.S. Registration No.	3923229	Application Date	10/11/2010
Registration Date	02/22/2011	Foreign Priority Date	NONE
Word Mark	WANT		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 036. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16 Bill Payment Services; Bill Payment Services Provided Through a Website; Electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet

U.S. Registration No.	4212509	Application Date	07/15/2011
Registration Date	09/25/2012	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of the word "WANT" having nine parallel lines of equal length adjacent the letter "W" and eight parallel lines of generally increasing length adjacent the letter "T".		
Goods/Services	<p>Class 036. First use: First Use: 2011/04/12 First Use In Commerce: 2011/04/12 Bill Payment Services; Bill Payment Services Provided Through a Website; Electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet</p> <p>Class 038. First use: First Use: 2011/04/12 First Use In Commerce: 2011/04/12 Providing mobile access to on-line communities for providing and sharing consumer-based opinions and interests and for accessing the consumer-based opinions and interests of others</p> <p>Class 042. First use: First Use: 2011/04/12 First Use In Commerce: 2011/04/12 Computer services that can be accessed via a computing or mobile device, namely, managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers for following the consumer-based interests of other users and for discussing, commenting, and sharing consumer-based opinions with other users and among other on-line services and communities; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers that connects users with providers of goods and services based upon a users consumer-based interests and opinions; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can identify and share information, opinions and interests in products available on-line or in retail settings; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can create virtual lists of desired goods and services based upon their consumer-based interests and opinions and other users can contribute funds to assist in purchasing those desired goods and services</p>		

U.S. Registration No.	3928751	Application Date	10/11/2010
Registration Date	03/08/2011	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of the word "WANT" located within a rectangle and adjacent to two concentric circles with three connected petal shapes within the inner circle and with the outline of a person in a circle in the top, right-most petal.		

Goods/Services	Class 036. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16 Bill Payment Services; Bill Payment Services Provided Through a Website; Electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet		
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U.S. Application No.	85450050	Application Date	10/18/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16 Providing hypertext links accessible via a computing or mobile device to the e-commerce-related websites of others whereby users can indicate product preferences excluding business consultation services in the field of brand and marketing strategy; Compiling of information into computer databases Class 042. First use: First Use: 2010/09/16 First Use In Commerce: 2010/09/16 Computer services that can be accessed via a computing or mobile device, namely, providing customized on-line web pages featuring user-defined information, which includes search engines and on-line web links to other e-commerce-related websites		

U.S. Application No.	85737849	Application Date	09/25/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 042. First use: Computer services that can be accessed via a computing or mobile device, namely, managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers for following the consumer-based interests of other users and for discussing, commenting, and sharing consumer-based opinions with other users and among other on-line services and communities; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers that connects users with providers of goods and services based upon a user's consumer-based interests and opinions; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can identify and share information, opinions and interests in products available on-line or in retail settings; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can create virtual lists of desired goods and services based upon their consumer-based interests and opinions and other users can contribute funds to assist in purchasing those desired goods and services; Providing temporary use of non-downloadable software for creating virtual lists of desired services and services based upon a user's consumer-based interests and opinions		

U.S. Application	85737835	Application Date	09/25/2012
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No.			
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 035. First use: Promoting the goods and services of others by providing hypertext links accessible via a computing or mobile device to the e-commerce-related websites of others whereby users can indicate product preferences; Compiling of information into computer databases		

U.S. Application No.	85737889	Application Date	09/25/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of an image of a hangtag followed by the word WANT, all within a button design.		
Goods/Services	Class 042. First use: Computer services that can be accessed via a computing or mobile device, namely, managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers for following the consumer-based interests of other users and for discussing, commenting, and sharing consumer-based opinions with other users and among other on-line services and communities; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers that connects users with providers of goods and services based upon a user's consumer-based interests and opinions; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can identify and share information, opinions and interests in products available on-line or in retail settings; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can create virtual lists of desired goods and services based upon their consumer-based interests and opinions and other users can contribute funds to assist in purchasing those desired goods and services; Computer services that can be accessed via a computing or mobile device, namely, providing customized on-line web pages featuring user-defined information, which includes search engines and on-line web links to other e-commerce-related websites; Providing temporary use of non-downloadable software for creating virtual lists of desired services and services based upon a user's consumer-based interests and opinions		

U.S. Application No.	85737881	Application Date	09/25/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of an image of a hangtag followed by the word WANT, all within a button design.		

Goods/Services	Class 038. First use: Providing mobile access to on-line communities for providing and sharing consumer-based opinions and interests and for accessing the consumer-based opinions and interests of others
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U.S. Application No.	85737865	Application Date	09/25/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of an image of a hangtag followed by the word WANT, all within a button design.		
Goods/Services	Class 035. First use: Computer services that can be accessed via a computing or mobile device, namely, managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers for following the consumer-based interests of other users and for discussing, commenting, and sharing consumer-based opinions with other users and among other on-line services and communities; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers that connects users with providers of goods and services based upon a user's consumer-based interests and opinions; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can identify and share information, opinions and interests in products available on-line or in retail settings; managing a computer-based system that enables the existence of a commercial-based on-line community of retail consumers where users can create virtual lists of desired goods and services based upon their consumer-based interests and opinions and other users can contribute funds to assist in purchasing those desired goods and services; Promoting the goods and services of others by providing hypertext links accessible via a computing or mobile device to the e-commerce-related websites of others whereby users can indicate product preferences; Compiling of information into computer databases		

U.S. Application No.	85450160	Application Date	10/18/2011
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	WANT		
Design Mark			
Description of Mark	The mark consists of the word "WANT" appearing to be formed on a keyboard button.		
Goods/Services	Class 035. First use: First Use: 2010/10/11 First Use In Commerce: 2010/10/11 Providing hypertext links accessible via a computing or mobile device to the e-commerce-related websites of others whereby users can indicate product preferences excluding business consultation services in the field of brand and marketing strategy; Compiling of information into computer databases Class 036. First use: First Use: 2010/10/11 First Use In Commerce: 2010/10/11 Bill Payment Services; Bill Payment Services Provided Through a Website; Electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet Class 038. First use: First Use: 2010/10/11 First Use In Commerce: 2010/10/11 Providing on-line forums for transmission of messages among computer users		

	<p>concerning computer-based interests of users and for discussing, commenting, and sharing consumer-based opinions; Providing on-line forums for transmission of messages among computer users where users can identify and share information, opinions and interests about consumer products available on-line or in retail settings; Providing on-line forums for transmission of messages among computer users where users can share and discuss created virtual lists of desired services and services based upon their consumer based interests and opinions</p> <p>Class 042. First use: First Use: 2010/10/11 First Use In Commerce: 2010/10/11</p> <p>Computer services that can be accessed via a computing or mobile device, namely, providing customized on-line web pages featuring user-defined information, which includes search engines and on-line web links to other e-commerce-related websites; Providing temporary use of non-downloadable software for creating virtual lists of desired goods and services based upon a user's consumer-based interests and opinions</p>
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U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	WANT TECHNOLOGIES		
Goods/Services	Services that allow users to express their purchasing intent for products and services offered by Internet merchants		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	WANTBUTTON		
Goods/Services	Services that allow users to express their purchasing intent for products and services offered by Internet merchants		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	THEWANTLIST		
Goods/Services	Services that allow users to express their purchasing intent for products and services offered by Internet merchants		

U.S. Application/ Registration No.	NONE	Application Date	NONE
Registration Date	NONE		
Word Mark	THE WANT LIST		
Goods/Services	Services that allow users to express their purchasing intent for products and services offered by Internet merchants		

Attachments	Notice of Opp.pdf(2796982 bytes )
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## Certificate of Service

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/jtg/
Name	John Gabrielides
Date	05/22/2013



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

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CVG-SAB, LLC,	)	
	)	
	)	
Opposer,	)	
	)	
v.	)	Serial No. 85707219
	)	
JIM OSMANI,	)	
	)	
Applicant.	)	

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**NOTICE OF OPPOSITION**

CVG-SAB, LLC (“**CVG-SAB**”), a limited liability company duly organized and existing under the laws of the State of Michigan, with its principal place of business in Farmington Hills, Michigan, believes it will be damaged by registration of the mark that is the subject of the above-referenced trademark application owned by Jim Osmani (“**Applicant**”) and hereby opposes the application pursuant to 15 U.S.C. § 1063.

In support, CVG-SAB states as follows:

1. CVG-SAB is a social media company that contracts with Internet retail merchants, and does business directly with Internet users, to allow users to express their purchasing intent for products and services offered by Internet merchants. CVG-SAB does business under the trade names Want Technologies, WantButton, Want, TheWantlist, and The Want List.
2. Since at least as early as September 16, 2010, CVG-SAB has used WANT as a mark in connection with an electronic button that is placed on the website of CVG-SAB’s customers (Internet merchants) next to their products and services. Internet merchants who are

interested in CVG-SAB's WANT Button services can contract with CVG-SAB through CVG-SAB's website <http://www.wantbutton.com>. Upon agreeing to CVG-SAB's Terms of Services, CVG-SAB's customers can place CVG-SAB's WANT Button on their websites for use by visitors.

3. When a visitor sees a product or service of interest, the visitor can click on CVG-SAB's nearby WANT Button to indicate a preference or purchasing intent for the product or service. Every item added by clicking on CVG-SAB's WANT Button can be posted to the user's profile on [www.wantttt.com](http://www.wantttt.com) and on Facebook's Timeline. Thus, CVG-SAB's WANT Button services allow consumers to keep a universal list of desired products and services in a central location.

4. CVG-SAB's customers include, or have included, well-known companies with some of the most highly-trafficked sites on the web today, including: Tommy Bahama; Burlington Coat Factory; Sharper Image; Calico Corners; Dermstore; frederick's of Hollywood; acer; and Plow & Hearth.

5. CVG-SAB also operates <http://www.wantttt.com>, where Internet users can click on CVG-SAB's WANT Button to indicate a preference or purchasing intent for products or services offered by CVG-SAB's customers.

6. CVG-SAB and its customers have used CVG-SAB's WANT Button as a mark continuously since the date of first use. Since CVG-SAB introduced its WANT Button services, CVG-SAB's WANT Button services have enjoyed substantial commercial success and exposure.

7. Because of (among other things) the length of time of CVG-SAB's and its customers' exclusive, continuous, and prominent use of its WANT Button, and the great number of commercial impressions of the WANT Button, CVG-SAB's WANT Button service mark is a

source-identifying symbol that enjoys substantial goodwill among CVG-SAB's customers and Internet users. CVG-SAB uses, and permits its customers to use, its WANT Button service mark as a source-indicating vehicle to distinguish CVG-SAB's services from others. Such use vests in CVG-SAB substantial common-law rights in its WANT Button service mark, as well as in the marks referred to in ¶¶1, 2, and 5.

8. CVG-SAB owns two US trademark registrations for WANT, in standard characters, for use in connection with various aspects of e-commerce that directly relate to and support CVG-SAB's business. The marks are registered on the Principal Register. More specifically:

- a. On September 4, 2012, the US Patent & Trademark Office ("USPTO") issued US Trademark No. 4,200,861 (Exh. A) for WANT for use in connection with the goods and/or services listed therein.
- b. On February 22, 2011, the USPTO issued US Trademark No. 3,923,229 (Exh. B) for WANT for use in connection with the goods and/or services listed therein.

9. CVG-SAB owns two US trademark registrations for WANT in stylized versions for use in connection with various aspects of e-commerce that directly relate to and support CVG-SAB's business. The marks are registered on the Principal Register. More specifically:

- a. On September 25, 2012, the USPTO issued US Trademark No. 4,212,509 (Exh.



for use in connection with the goods and/or services listed therein.

- b. On March 8, 2011, the USPTO issued US Trademark No. 3,928,751 (Exh. D) for



for use in connection with the goods and/or services listed therein.

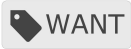

10. These federal registrations are valid, subsisting, and in full force and effect. CVG-SAB's federal registration certificates are prima facie evidence of the validity of these marks as well as CVG-SAB's ownership and exclusive right to use these marks in connection with the identified goods and/or services. 15 U.S.C. § 1057(b).


11. By virtue of 15 U.S.C. §1072, CVG-SAB's Registrations on the Principal Register constitute constructive notice of CVG-SAB's claim of ownership of the registered marks.


12. CVG-SAB owns three US trademark applications for WANT, in standard characters, for use in connection with various aspects of e-commerce that directly relate to and support CVG-SAB's business. More specifically:

- a. Serial No. 85450050 for WANT for use in connection with the goods and/or services listed therein. The application is pending.
- b. Serial No. 85737849 for WANT for use in connection with the goods and/or services listed therein. The application is pending.
- c. Serial No. 85737835 for WANT for use in connection with the goods and/or services listed therein. The application is pending.

13. CVG-SAB owns four US trademark applications for WANT in stylized versions for use in connection with various aspects of e-commerce that directly relate to and support CVG-SAB's business. More specifically:

- a. Serial No. 85737889 for  for use in connection with the goods and/or services listed therein. The application is pending.
- b. Serial No. 85737881 for  for use in connection with the goods and/or services listed therein. The application is pending.

c. Serial No. 85737865 for  for use in connection with the goods and/or services listed therein. The application is pending.

d. Serial No. 85450160 for  for use in connection with the goods and/or services listed therein. The application is pending.

14. CVG-SAB has continuously used the marks identified in ¶¶ 1, 2, 5, 8, 9, 12, and 13 (collectively, the “***WANT Marks***”) in connection with the corresponding services since well prior to the filing date of Applicant’s application (August 18, 2012), which was filed on the basis of Applicant’s “intent to use” the mark in the application.

15. After CVG-SAB’s first use of its WANT Marks, and/or after the USPTO issued some or all of the above-referenced federal registrations (*see* ¶¶ 8 and 9), and/or after CVG-SAB filed some or all of its above-referenced trademark applications (*see* ¶¶ 12 and 13), Applicant filed a trademark application for WANTY, which has been assigned Serial No. 85707219 (the “***Subject Application***”).

16. At the time he filed the Subject Application, Applicant had constructive knowledge of CVG-SAB’s rights in its WANT Marks that were, at the relevant time, the subject of federal trademark registrations.

17. The mark listed in the Subject Application is confusingly similar in sight, sound, and commercial impression to CVG-SAB’s WANT Marks. Registration of the mark listed in the Subject Application for the corresponding services (in Class 35) is likely to cause confusion as to the source or origin of Applicant’s services, and is likely to mislead consumers, all to CVG-SAB’s damage.

18. The mark listed in the Subject Application, when used in connection with the corresponding services, is likely to cause confusion and deceive purchasers. The relevant public, upon seeing the mark in the Subject Application used in connection with Applicant's services, is likely to believe that such services originate with, or have some connection with CVG-SAB. Accordingly, registration of the mark in the Subject Application would damage CVG-SAB, and registration therefore should be refused pursuant to 15 U.S.C. §1052.

WHEREFORE, CVG-SAB believes that it will be damaged by registration of the mark in the Subject Application, and therefore requests that registration be refused.

Respectfully submitted,

CVG-SAB, LLC, Opposer, through its attorneys,

Dated: May 22, 2013

By: /John T. Gabrielides/  
John T. Gabrielides  
Jeffrey Catalano  
Andrew J. Avsec  
BRINKS HOFER GILSON & LIONE  
P.O. Box 10395  
Chicago, Illinois 60610

#### **CERTIFICATE OF SERVICE**

I hereby certify that on May 22, 2013, I served a true and correct copy of the foregoing CONSOLIDATED NOTICE OF OPPOSITION by U.S. mail, and by email, as follows:

Jim Osmani  
Skelkim Osmani  
6 S. Laflin, Suite 706  
Chicago, IL 60607  
jimosmani@gmail.com

/John T. Gabrielides /  
One of the Attorneys for Opposer

# Exhibit A

# United States of America

United States Patent and Trademark Office

# WANT

**Reg. No. 4,200,861**

**Registered Sep. 4, 2012**

**Int. Cls.: 35 and 38**

**SERVICE MARK**

**PRINCIPAL REGISTER**

CVG-SAB, LLC (MICHIGAN LIMITED LIABILITY COMPANY)  
27725 STANSBURY BOULEVARD, SUITE 175  
FARMINGTON HILLS, MI 48334

FOR: COMPUTER SERVICES THAT CAN BE ACCESSED VIA A COMPUTING OR MOBILE DEVICE, NAMELY, MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS FOR FOLLOWING THE CONSUMER-BASED INTERESTS OF OTHER USERS AND FOR DISCUSSING, COMMENTING, AND SHARING CONSUMER-BASED OPINIONS WITH OTHER USERS AND AMONG OTHER ON-LINE SERVICES AND COMMUNITIES; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS THAT CONNECTS USERS WITH PROVIDERS OF GOODS AND SERVICES BASED UPON A USER'S CONSUMER-BASED INTERESTS AND OPINIONS; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS WHERE USERS CAN IDENTIFY AND SHARE INFORMATION, OPINIONS AND INTERESTS IN PRODUCTS AVAILABLE ON-LINE OR IN RETAIL SETTINGS; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS WHERE USERS CAN CREATE VIRTUAL LISTS OF DESIRED GOODS AND SERVICES BASED UPON THEIR CONSUMER-BASED INTERESTS AND OPINIONS AND OTHER USERS CAN CONTRIBUTE FUNDS TO ASSIST IN PURCHASING THOSE DESIRED GOODS AND SERVICES, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

FOR: PROVIDING MOBILE ACCESS TO ON-LINE COMMUNITIES FOR PROVIDING AND SHARING CONSUMER-BASED OPINIONS AND INTERESTS AND FOR ACCESSING THE CONSUMER-BASED OPINIONS AND INTERESTS OF OTHERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 3,923,229 AND 3,928,751.



*David J. Kyffers*

Director of the United States Patent and Trademark Office



**Reg. No. 4,200,861** SER. NO. 85-351,322, FILED 6-21-2011.

SHAILA SETTLES, EXAMINING ATTORNEY

# Exhibit B

# United States of America

United States Patent and Trademark Office

## WANT

**Reg. No. 3,923,229**

**Registered Feb. 22, 2011**

**Int. Cl.: 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

CVG-SAB, LLC (MICHIGAN LIMITED LIABILITY COMPANY)  
27725 STANSBURY BOULEVARD, SUITE 175  
FARMINGTON HILLS, MI 48334

FOR: BILL PAYMENT SERVICES; BILL PAYMENT SERVICES PROVIDED THROUGH A WEBSITE; ELECTRONIC COMMERCE PAYMENT SERVICES, NAMELY, ESTABLISHING FUNDED ACCOUNTS USED TO PURCHASE GOODS AND SERVICES ON THE INTERNET, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SER. NO. 85-149,846, FILED 10-11-2010.

KAREN SEVERSON, EXAMINING ATTORNEY



*David J. Kyros*

Director of the United States Patent and Trademark Office

# Exhibit C

# United States of America

## United States Patent and Trademark Office



**Reg. No. 4,212,509**

**Registered Sep. 25, 2012**

**Int. Cls.: 36, 38 and 42**

**SERVICE MARK**

**PRINCIPAL REGISTER**

CVG-SAB, LLC (MICHIGAN LIMITED LIABILITY COMPANY)  
27725 STANSBURY BOULEVARD, SUITE 175  
FARMINGTON HILLS, MI 48334

FOR: BILL PAYMENT SERVICES; BILL PAYMENT SERVICES PROVIDED THROUGH A WEBSITE; ELECTRONIC COMMERCE PAYMENT SERVICES, NAMELY, ESTABLISHING FUNDED ACCOUNTS USED TO PURCHASE GOODS AND SERVICES ON THE INTERNET, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 4-12-2011; IN COMMERCE 4-12-2011.

FOR: PROVIDING MOBILE ACCESS TO ON-LINE COMMUNITIES FOR PROVIDING AND SHARING CONSUMER-BASED OPINIONS AND INTERESTS AND FOR ACCESSING THE CONSUMER-BASED OPINIONS AND INTERESTS OF OTHERS, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FIRST USE 4-12-2011; IN COMMERCE 4-12-2011.

FOR: COMPUTER SERVICES THAT CAN BE ACCESSED VIA A COMPUTING OR MOBILE DEVICE, NAMELY, MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS FOR FOLLOWING THE CONSUMER-BASED INTERESTS OF OTHER USERS AND FOR DISCUSSING, COMMENTING, AND SHARING CONSUMER-BASED OPINIONS WITH OTHER USERS AND AMONG OTHER ON-LINE SERVICES AND COMMUNITIES; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS THAT CONNECTS USERS WITH PROVIDERS OF GOODS AND SERVICES BASED UPON A USERS CONSUMER-BASED INTERESTS AND OPINIONS; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS WHERE USERS CAN IDENTIFY AND SHARE INFORMATION, OPINIONS AND INTERESTS IN PRODUCTS AVAILABLE ON-LINE OR IN RETAIL SETTINGS; MANAGING A COMPUTER-BASED SYSTEM THAT ENABLES THE EXISTENCE OF A COMMERCIAL-BASED ON-LINE COMMUNITY OF RETAIL CONSUMERS WHERE USERS CAN CREATE VIRTUAL LISTS OF DESIRED GOODS AND SERVICES BASED UPON THEIR CONSUMER-BASED INTERESTS AND OPINIONS AND OTHER USERS CAN CONTRIBUTE FUNDS TO ASSIST IN PURCHASING THOSE DESIRED GOODS AND SERVICES, IN CLASS 42 (U.S. CLS. 100 AND 101).



*David J. Kappas*

Director of the United States Patent and Trademark Office

**Reg. No. 4,212,509** FIRST USE 4-12-2011; IN COMMERCE 4-12-2011.

OWNER OF U.S. REG. NOS. 3,923,229 AND 3,928,751.

THE MARK CONSISTS OF THE WORD "WANT" HAVING NINE PARALLEL LINES OF EQUAL LENGTH ADJACENT THE LETTER "W" AND EIGHT PARALLEL LINES OF GENERALLY INCREASING LENGTH ADJACENT THE LETTER "T".

SER. NO. 85-372,117, FILED 7-15-2011.

SHAILA SETTLES, EXAMINING ATTORNEY

# Exhibit D

# United States of America

United States Patent and Trademark Office



**Reg. No. 3,928,751**

**Registered Mar. 8, 2011**

**Int. Cl.: 36**

**SERVICE MARK**

**PRINCIPAL REGISTER**

CVG-SAB, LLC (MICHIGAN LIMITED LIABILITY COMPANY)  
27725 STANSBURY BOULEVARD, SUITE 175  
FARMINGTON HILLS, MI 48334

FOR: BILL PAYMENT SERVICES; BILL PAYMENT SERVICES PROVIDED THROUGH A WEBSITE; ELECTRONIC COMMERCE PAYMENT SERVICES, NAMELY, ESTABLISHING FUNDED ACCOUNTS USED TO PURCHASE GOODS AND SERVICES ON THE INTERNET, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FIRST USE 9-16-2010; IN COMMERCE 9-16-2010.

THE MARK CONSISTS OF THE WORD "WANT" LOCATED WITHIN A RECTANGLE AND ADJACENT TO TWO CONCENTRIC CIRCLES WITH THREE CONNECTED PETAL SHAPES WITHIN THE INNER CIRCLE AND WITH THE OUTLINE OF A PERSON IN A CIRCLE IN THE TOP, RIGHT-MOST PETAL.

SER. NO. 85-149,825, FILED 10-11-2010.

KAREN SEVERSON, EXAMINING ATTORNEY



*David J. Kyfos*

Director of the United States Patent and Trademark Office